R E P O R T R E S U M E S

ED 011 764 JC 670 240

PRIVATE FINANCIAL SUPPORT OF PUBLIC COMMUNITY COLLEGES.

BY- BREMER, FRED H. ELKINS, FLOYD S.

PUB DATE SEP 65

EDRS PRICE MF-$0.09 HC-$0.28 7P.

DESCRIPTORS- *JUNIOR COLLEGES, *EDUCATIONAL FINANCE, *SCHOOL SUPPORT, *FINANCIAL SUPPORT, *PRIVATE SUPPORT (PHILANTHROPY),

IN ORDER TO PROVIDE DEFINITIVE INFORMATION ABOUT PHILANTHROPY FOR PUBLIC COMMUNITY COLLEGES, QUESTIONNAIRE RESPONSES FROM 294 INSTITUTIONS ARE ANALYZED. OF THIS NUMBER, 44.5 PERCENT RECEIVED NO VOLUNTARY SUPPORT. THE AMOUNT RECEIVED BY 163 COLLEGES DURING THE PERIOD UNDER STUDY--JULY 1960 THROUGH JUNE 1963--INCREASED 70.9 PERCENT TO AN AVERAGE ANNUAL AMOUNT OF $6,334,659, WITH THE GREATEST CONCENTRATION OF SUPPORT IN THE MIDDLE ATLANTIC AND NORTH CENTRAL REGIONS. COLLEGES IN THE MIDDLE ENROLLMENT RANGE--BETWEEN 300 AND 1,300 STUDENTS--RECEIVED SUBSTANTIALLY MORE MONEY PER STUDENT THAN DID THE VERY SMALL OR VERY LARGE INSTITUTIONS. FOUNDATIONS WERE THE HEAVIEST CONTRIBUTORS, AND THE LARGEST AMOUNT OF THE SUPPORT RECEIVED WAS EARMARKED FOR BUILDINGS AND EQUIPMENT. THE 129 COLLEGES INDEPENDENT OF PUBLIC SCHOOL CONTROL FARED SUBSTANTIALLY BETTER THAN THE 165 INSTITUTIONS UNDER PUBLIC BOARDS OF EDUCATION. HOWEVER, 10 OF THE 376 COLLEGES IN EXISTENCE IN 1961 RECEIVED TWO-THIRDS OF ALL THE REPORTED GIFTS. SIX COLLEGES RECEIVED MORE THEN $1 MILLION. THUS, THE BULK OF THE PRIVATE SUPPORT WAS CONCENTRATED IN ONLY A FEW INSTITUTIONS. THE TREND, HOWEVER, TOWARD CONTINUING AND EXPANDING INTEREST IN COMMUNITY COLLEGES AND THEIR FINANCIAL NEEDS SUGGESTS A GROWING HEALTHY COMBINATION OF PUBLIC AND PRIVATE SUPPORT. THIS ARTICLE IS PUBLISHED IN "JUNIOR COLLEGE JOURNAL," VOLUME 36, NUMBER 1, SEPTEMBER 1965 AND IS ALSO AVAILABLE FROM THE AMERICAN ASSOCIATION OF JUNIOR COLLEGES, 1315 SIXTEENTH STREET, N.W., WASHINGTON, D.C. 20036 FOR $0.50. (AL)

ED011764

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY.

Volume 36 ■ September, 1965 ■ Number 1

junior college journal

THE MAGAZINE FOR JUNIOR COLLEGE EDUCATION ■ AMERICAN ASSOCIATION OF JUNIOR COLLEGES

Roger Yarrington: Editor ■ Louise Scott Wrigley: Editorial Assistant ■ Richard T. Chinn: Business Manager ■ Thomas T. Gladden: Art Consultant

3 Emphasis—*The AAJC "Satellite Staff"*
5 AAJC Approach ■ *E. J. Gleazer, Jr.*
6 Education for Freedom and Equality ■ *Arthur J. Goldberg*
11 Local History on Campus ■ *Frank M. Stanger*
14 College by the Moonport ■ *A. P. Beaudoin*
16 Private Support for Public Community Colleges ■ *Fred H. Bremer and Floyd S. Elkins*
20 The Case of the Hip Bone ■ *William W. Caudill*
24 The Day Classes Stopped ■ *Doris A. Meek*
28 Rebirth in Illinois ■ *Clifford G. Erickson*
30 New Campus for Pine Manor ■ *Jane Connor Marcus*
32 Faculty Counseling at F.I.T. ■ *Roy P. Daniels and Irene R. Kiernan*
36 Commission Commitments ■ *William G. Shannon*
38 Book Review—"Phasing In" a New Approach ■ *George L. Hall*
39 Literature in Passing
40 News Backgrounds
48 Credits

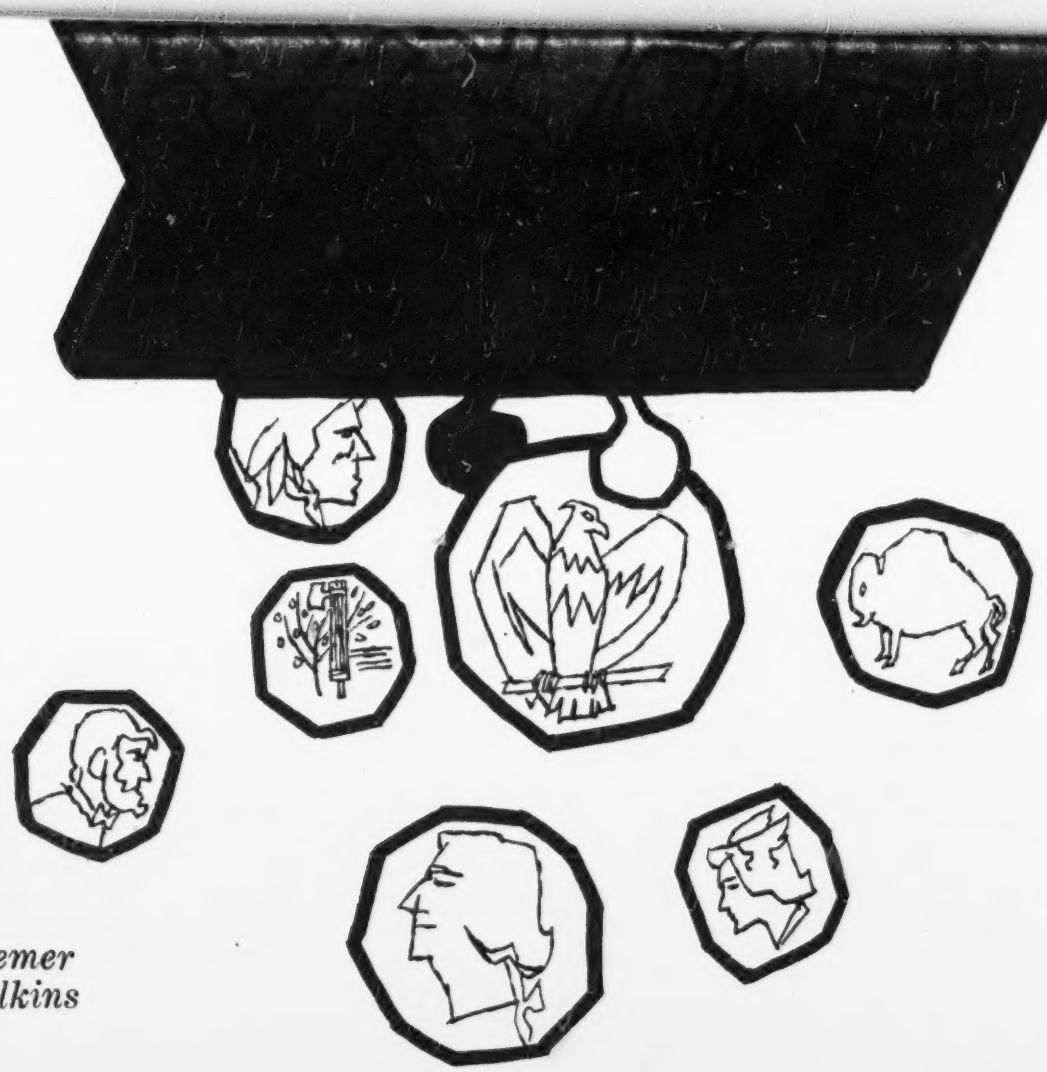
"PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL HAS BEEN GRANTED BY Fred H. Bremer and American Assn. of Jr. Colleges TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE U.S. OFFICE OF EDUCATION. FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER."

© *Copyright* American Association of Junior Colleges *1965*

Officers and Board: Dwight C. Baird, President, Clark College ■ Bill J. Priest, Vice-President, Los Rios Junior College District ■ Edmund J. Gleazer, Jr., Executive Director ■ Kenneth H. Freeman, Christian College ■ Stuart E. Marsee, El Camino College ■ Kenneth G. Skaggs, St. Petersburg Junior College ■ Alfred M. Philips, Big Bend Community College ■ Everett M. Woodman, Colby Junior College ■ Donald A. Eldridge, Bennett College ■ Robert J. Hannelly, Maricopa County Junior College District ■ Charles E. Hill, Rochester Junior College ■ Grady St. Clair, Del Mar College ■ Ray A. Miller, York Junior College. **Council on Research and Service:** Isaac K. Beckes, Vincennes University ■ Clifford G. Erickson, Rock Valley College ■ Joseph W. Fordyce, Central Florida Junior College ■ F. Parker Wilber, Los Angeles Trade-Technical College ■ Frederick C. Ferry, Pine Manor Junior College. **AAJC Staff:** Edmund J. Gleazer, Jr., Executive Director ■ William G. Shannon, Assistant Executive Director ■ Jesse R. Barnet, Staff Associate ■ William A. Harper, Director of Public Information ■ Roger Yarrington, Editor of the Journal.

Junior College Journal is published monthly from September through May (December-January issue combined). Subscription: $4.00 per year, 50 cents per copy. Group subscriptions available to junior college faculties and boards of trustees at $3.00 a year each. Advertising rates on request. Second class postage paid at Washington, D. C. by the American Association of Junior Colleges, 1315 Sixteenth Street, N. W., Washington, D. C. 20036.

JC 670 240



By Fred H. Bremer
and Floyd S. Elkins

PRIVATE FINANCIAL SUPPORT OF PUBLIC COMMUNITY COLLEGES

Voluntary Support Is Being Given But Many Public Junior Colleges Receive None at All

One of the tests of the public acceptance of an institution of higher education is the amount of financial support it receives from private sources.

Verbal support of education is popular but the essential test of conviction is action in the form of financial aid or constructive behavior by individuals and groups.

The community college, still very young and still seeking a secure place in the spectrum of higher education, receives its share of verbal encouragement, but has it generated significant support outside the public sector?

Various dimensions of the community college have been subjected to microscopic analysis, particularly during the last decade. However, there is a dearth of information about the amount of financial support such colleges have received from nonpublic sources. This study, completed at the University of Texas as a part of the W. K. Kellogg Junior College leadership program, was completed in order to provide definitive information about philanthropy for public community colleges. It contains the only such information now available for such institutions.

These data were obtained by sending questionnaires to 376 public community colleges listed in the 1961 *Junior College Directory*. Replies were received from 294 colleges, or 78.21 per cent of all such institutions in the United States. Of this number 131, or 44.5 per cent, received no voluntary support. The remaining 55.5 per cent of the responding colleges received a total of $19,003,977 for the three-year period July, 1960, through June, 1963, or an average annual amount of $6,334,659.

There was an increase of 15.1 per cent in the amount received during the second year of the data period as compared with the first year, and an increase of 48.6 per cent from the second to the third year. The overall increase in voluntary support from the first year of the data period to the end of the third year was $3,494,538, or 70.9 per cent. It is noteworthy that six of the colleges received a total amount in excess of $1 million for the three-year period. The greatest support received during this period was $3,069,500 by a college in New York.

A breakdown was made of the average annual philanthropic support into geographical regions. As

TABLE I

SUMMARY OF QUESTIONNAIRES SENT AND RECEIVED BY STATES

State	*No. Sent*	*No. Received*	*Per Cent Received Each State*	*Per Cent of Total*
Alaska	3	2	66.2	.53
Arizona	2	1	50.0	.27
Arkansas	1	0	00.0	00.00
California	64	56	87.5	14.89
Colorado	5	5	100.0	1.33
Florida	22	17	77.2	4.52
Georgia	8	3	37.5	.80
Idaho	3	1	33.3	.27
Illinois	22	16	72.7	4.25
Indiana	1	1	100.0	.27
Iowa	16	16	100.0	4.26
Kansas	14	11	78.6	2.93
Kentucky	1	1	100.0	.27
Maryland	10	8	80.0	2.13
Massachusetts	5	3	60.0	.80
Michigan	15	12	80.0	3.19
Minnesota	8	7	87.5	1.86
Mississippi	17	15	88.2	3.99
Missouri	7	4	57.1	1.06
Montana	2	2	100.0	.53
Nebraska	4	4	100.0	1.06
New Jersey	1	1	100.0	.27
New Mexico	4	3	75.0	.80
New York	24	20	83.3	5.32
North Carolina	2	1	50.0	.27
North Dakota	4	4	100.0	1.06
Oklahoma	11	9	81.8	2.39
Oregon	2	1	50.0	.27
Pennsylvania	16	7	43.8	1.86
Texas	30	25	83.3	6.65
Utah	3	3	100.0	.80
Vermont	1	1	100.0	.27
Virginia	1	1	100.0	.27
Washington	10	9	90.0	2.39
West Virginia	1	1	100.0	.27
Wisconsin	31	19	61.3	5.05
Wyoming	5	4	80.0	1.06
37 states	376	294	—	78.21

the figures in Table II show, the greatest total average annual amount, $2,244,357, was received by the colleges in the Middle Atlantic States. The North Central Region ranked second, having received a total average annual amount of $2,080,595. The total average annual amount received by the colleges in each of the remaining regions was less than $1 million, with the South, the West, the Southwest, and New England following in that order.

Colleges in New York and in Michigan received more average annual support than did the colleges of the other states in their respective regions combined. New York ranked first with an average annual amount of $1,578,711. Michigan followed closely with $1,547,924. The data in Table II also

TABLE II

AVERAGE ANNUAL PHILANTHROPIC SUPPORT RECEIVED BY PUBLIC JUNIOR COLLEGES BY REGIONS, 1960-63

Regions with	*No. of Colleges*	*Total Amount*	*Average Annual Amount*	*Average Annual Amount Per College*
Middle Atlantic				
Maryland	8	$ 43,977	$ 14,659	$ 1,832
New Jersey	1	1,000	333	333
New York	20	4,736,133	1,578,711	78,937
Pennsylvania	7	1,951,961	650,654	92,951
Total	36	$6,733,071	$2,244,357	$ 62,343
New England				
Massachusetts	3	$ 116,655	$ 38,885	$ 12,962
Vermont	1	0	0	0
Total	4	$ 116,655	$ 38,885	$ 9,721
North Central				
Illinois	16	$ 12,966	$ 4,322	$ 270
Indiana	1	495,919	165,306	165,306
Iowa	16	836,297	278,766	17,423
Kansas	11	30,003	10,001	909
Michigan	12	4,643,773	1,547,924	128,994
Minnesota	7	12,417	4,139	591
Missouri	4	3,400	1,133	283
Nebraska	4	1,350	450	113
North Dakota	4	177,813	59,271	14,818
Wisconsin	19	27,850	9,283	489
Total	94	$6,241,788	$2,080,595	$ 22,138
Southern				
Florida	17	$ 713,907	$ 237,969	$ 13,998
Georgia	3	1,682,632	560,877	186,959
Kentucky	1	0	0	0
Mississippi	15	5,750	1,917	128
North Carolina	1	10,374	3,458	3,458
Virginia	1	75,000	25,000	25,000
West Virginia	1	2,067	689	689
Total	39	$2,489,730	$ 829,910	$ 21,279
Southwestern				
Arizona	1	$ 11,370	$ 3,790	$ 3,790
New Mexico	3	61,038	20,346	6,782
Oklahoma	9	32,795	10,932	1,215
Texas	25	1,556,785	518,928	20,757
Total	38	$1,661,988	$ 553,996	$ 14,578
Western				
Alaska	2	$ 0	$ 0	$ 0
California	56	1,161,562	387,187	6,914
Colorado	5	29,565	9,855	1,971
Idaho	1	0	0	0
Montana	2	2,500	833	417
Oregon	1	139,980	46,661	46,660
Utah	3	60,890	20,297	6,766
Washington	9	268,148	89,383	9,931
Wyoming	4	98,100	32,700	8,175
Total	83	$1,760,745	$ 586,916	$ 7,071

TABLE III

TYPES OF GIFTS

Types of Gifts	*Total Amount*	*Average Annual Amount*	*Average Annual Amount Per College*
Cash	$ 9,049,866	$ 3,016,622	$ 10,261
Land	2,284,600	761,533	2,590
Buildings	6,008,571	2,002,857	6,812
Stocks and bonds	896,565	298,855	1,017
Other	764,375	254,792	867
Total	$19,003,977	$ 6,334,659	$ 21,547

give the average annual amount per college for each state in the various regions and the total average annual amount per college for each of the regions as a whole. Disregarding regional lines, the information in Table II shows that Georgia ranked first in average annual amount per college with $186,959. Indiana was second with $165,306, and Michigan was third with an average annual amount per college of $128,994.

Colleges received their largest gifts in the form of cash, which made up almost 50 per cent of the total amount received. Gifts of buildings exceeded $6 million, with land counting for $2,284,600. Stocks, bonds and other gifts exceeded $1.6 million.

When contributions are analyzed by size of college enrollment, it becomes apparent that those in the middle range—between 300 and 1,300 students—were the recipients of the largest amount of private support. The institutions in the 0-299 range received a total average annual support of $456,512, and those with 1,300+ students received $815,733. Colleges in the 600-1,299 range ranked first with a total average annual amount of $2,890,955, followed closely by those in the 300-499 range with $2,171,459.

Stated another way, the colleges in the middle enrollment range received substantially more money per student than did the very small or very large institutions. The seventy-eight colleges with at least 1,300 students received only $3 in private support per year for each student. Seventy-two colleges with the smallest enrollments received an average of $38 per year per student. The most heavily supported institutions had enrollments between 300 and 599 students, receiving an average of $69 per year per student.

Foundations were far and away the heaviest contributors to public community colleges. During this period they made available $10,053,209. These contributions were approximately 2½ times those given by the next largest contributor, non-alumni. Miscellaneous sources of gifts accounted for almost $3 million, while corporations contributed a total of $1,352,749. It is not surprising that alumni gifts accounted for a little over one-half million dollars of the total. This relatively parsimonious support of community colleges by alumni may be, in part, due to the relative youth of the institutions themselves and the fact that a minority of the colleges had organized systematic programs for alumni. One hundred forty-four colleges had alumni clubs but only thirty-one reported the existence of organized alumni funds. Few public community colleges belonged to the American Alumni Council; only eleven held active membership while 283 did not belong to this organization.

TABLE IV

AVERAGE ANNUAL AMOUNT RECEIVED PER STUDENT

Enrollment Range	*No. of Colleges*	*Average Annual Amount Per Student*
0 - 299	72	$ 38.00
300 - 599	71	69.00
600 - 1299	73	45.00
1300 - above	78	3.00

By far the largest amount of the support received in cash, or gifts converted to cash, was earmarked for buildings and equipment. The second largest category was for scholarships, which amounted to 10 per cent of all gifts for the three-year period. Approximately $1.5 million was unrestricted contributions which could be used by the colleges at their discretion. Smaller amounts were made available for operational costs, library materials, and student loan funds.

The 129 colleges independent of public school control fared substantially better than the 165 institutions under public boards of education. The autonomous institutions received a total of $11,259,178, as compared to $7,744,799 received by the other

TABLE V

SOURCES OF GIFTS

Sources of Gifts	*Total Amount*	*Average Annual Amount*	*Average Annual Amount Per College*
Alumni	$ 563,065	$ 187,688	$ 639
Non-alumni	4,078,962	1,359,654	4,625
Corporations and businesses	1,352,749	450,917	1,534
Foundations	10,053,209	3,351,070	11,398
Religious denominations	6,225	2,075	7
Other	2,949,767	983,255	3,344

TABLE VI
DESIGNATED PURPOSES OF CASH GIFTS

Purposes of Cash Gifts	*Total Amount*	*Average Annual Amount*	*Average Annual Amount Per College*
Unrestricted	$1,413,261	$ 471,087	$ 1,602
Restricted:			
a. General operation	936,398	312,133	1,062
b. Buildings and equipment	8,763,237	2,921,079	9,936
c. Books and manuscripts	142,890	47,630	162
d. Student loan funds	256,827	85,609	291
e. Student scholarships	1,930,050	643,350	2,188
f. Other restricted gifts	145,233	48,411	165

group. Not only did the total contributions to these two types of institutions vary significantly, but in each category or source of gift the independent school significantly outstripped those which were extensions of public schools. This difference is particularly apparent when the average annual amount per college is examined. Apparently, the colleges having their own boards of control have successfully established a more effective public image and have, therefore, been the recipients of both a greater number of gifts and collectively larger sums of money.

It is apparent that public community colleges are receiving increased attention and interest from individuals and organizations willing and able to provide funds for further improvement and expansion. Although such colleges are tax-supported, it is apparent that they need philanthropic support in order to expand essential educational services and to manage qualitative improvement of their programs. In general, private funds were garnered from local sources, from individuals, and groups who had had an opportunity to observe the contributions made by the college to the community.

On the negative side it was somewhat disappointing to find that 131 of the responding colleges had received no voluntary support. Some respondents blandly replied that theirs was a tax-supported institution and they did not solicit nor expect gifts and grants from private sources. This attitude would seem to impose unnecessary limitations upon the ultimate potential of some colleges. One can hardly imagine public, four-year institutions writing off private support in this way.

The study also revealed that ten of the 376 colleges in existence in 1961 received two-thirds of all reported gifts. Six colleges received more than $1 million. Thus, the bulk of the private support was concentrated in a few institutions only. Further, it became apparent that private giving to most colleges was concentrated in only one or two of the six categories. These results lead to the conjecture that much of the giving to public community colleges is due to readiness by individuals and groups in the community rather than to systematic fund raising efforts by the college itself.

In general, however, the continuing and expanding interest in community colleges and their financial needs augurs well for the future. Should these institutions continue to contribute significantly to the welfare of their constituents, they will undoubtedly be the recipients of ever larger gifts for educational purposes. As this trend continues, we shall see a healthy combination of public and private support for community colleges.

TABLE VII

A COMPARISON OF THE SOURCES OF GIFTS RECEIVED BY PUBLIC JUNIOR COLLEGES WHICH ARE EXTENSIONS OF PUBLIC SCHOOL SYSTEMS AND THOSE COLLEGES WHICH ARE SEPARATE FROM PUBLIC SCHOOL SYSTEMS, 1960-63

	165 Colleges Which Are Extensions of Public School Systems			*129 Colleges Which Are Separate From Public School Systems*		
Sources of Gifts	*Total Amount*	*Average Annual Amount*	*Average Annual Amount Per College*	*Total Amount*	*Average Annual Amount*	*Average Annual Amount Per College*
Alumni	$ 246,585	$ 82,195	$ 498	$ 316,480	$ 105,493	$ 818
Non-alumni	951,097	317,032	1,921	3,127,865	1,042,622	8,082
Corporations and businesses	461,723	153,908	933	891,026	297,009	2,302
Foundations	4,946,936	1,648,979	9,994	5,106,273	1,702,091	13,195
Religious denominations	1,625	542	3	4,600	1,533	12
Other	1,136,833	378,944	2,297	1,812,934	604,311	4,685
Total	$ 7,744,799	$ 2,581,600	$ 46,938	$11,259,178	$11,259,178	$ 87,280